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### **ВЛИЯНИЕ ЛИДЕРОВ МНЕНИЙ НА ВОСПРИЯТИЕ СОЦИАЛЬНОЙ РЕКЛАМЫ СРЕДИ МОЛОДЕЖИ СТРАН МИРА**

#### **Аннотация**

В данной статье рассматривается двухступенчатая модель коммуникации, предложенная Полом Лазарсфельдом на основе исследований 1940-х гг. о воздействии масс-медиа на общественное мнение во время президентских выборов в США, также раскрывается понятие «лидер мнения» и выделяются присущие ему общие признаки. На основе анализа данных теорий выдвигается предположение, что лидеры мнения оказывают влияние на восприятие социальной рекламы целевой аудиторией.

Для обоснования данного предположения проанализированы существующие социальные рекламные кампании с участием лидеров мнений, а также было проведено опрос представителей молодежи различных стран мира, с целью выявления связи между участием лидеров мнений в социальной рекламе и ее восприятии целевой аудиторией.

Для этого респондентам были показаны четыре примера социальной рекламы, два из которых были с участием лидеров мнений. Тематика социальных плакатов стала защита животных и борьба против насилия. Оценка полученных ответов от респондентов проводилась по четырем критериям: распознаваемость сообщения, запоминаемость, притягательная сила и агитационная сила.

Результаты опроса продемонстрировали, что участие лидеров мнений в социальной рекламе влияет на восприятие молодежью данной проблемы, в частности, по следующим критериям – запоминаемость, притягательная сила, агитационная сила.

**Ключевые слова:** социальная реклама, лидеры мнений, СМИ, массовые коммуникации, модели коммуникации.

УДК 32.019.5

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### **ТРАНСФОРМАЦИЯ ИМИДЖА В. В. ПУТИНА В ПЕРИОД РУССКО-УКРАИНСКОГО КОНФЛИКТА В РОССИЙСКИХ И МЕЖДУНАРОДНЫХ СМИ**

#### **Abstract**

The article gives a detailed analysis of changes of the Russian President's political image during the Russian-Ukrainian conflict, which took place in 2014. The author reveals the concept and the structure of the political leader's image, various methods of creating a certain public attitude towards him. Much attention is given to magazines' articles of Russian and International mass media, which played one of the key roles in forming the image of Vladimir Putin in 2014. This article is important because of its theoretical and practical materials, which describe the important role and high influence of the mass media on creating the image of a political leader during international conflicts.

**Keywords:** Political image, Russian mass media, International mass media, Russian-Ukrainian conflict, V.V. Putin

A well-built image of a political leader in many respects affects his assessment among the electorate. However, the public perception of a policy can change largely under the influence of the results of his foreign policy. One of the most effective tools for creating the image of a political leader is the mass media, because International and Russian mass media form a certain public opinion about a politician.

Nowadays, the image is a key tool for shaping public opinion about politicians. The concept of the image in its symbolic sense is closely connected with the theory of J. J. Baudrillard on simulacrum as a simulation of non-existent. To simulate is to pretend that you have something that isn't real. He explains such tendencies by the spread of mass media, which directly influence the structure of moral consciousness. The sociologist argues that signs and symbols now replace our reality. In addition, he supposes, that all social relations are regulated by the code. Baudrillard claims that the proliferation of media is the decrease in the meaning of things: «Mass media don't carry out socialization, but implosion of social in the masses. And this is nothing more than the microscopic propagation of implosion of the meaning at the microscopic level of the sign» [2, c. 113].

First of all, we need to find out the definition of the word «image». The concept of «image» came in Russian from English and the word «image» came from the Latin word «imago», which associated with the Latin word «imitari» – to imitate [20, c. 252]. The concept of image was found in one of the last editions of the Dictionary of foreign words: «It's a purposefully formed (by mass media, literature, etc.) image of any person, subject, phenomenon, which is designed to have emotional and psychological impact for the purpose of advertising, promotion, etc.» [25, c. 53]. According to the Webster's dictionary, image is an artificial imitation or presentation of the external form of an object or a person [20, c. 253]. The psychological dictionary edited by A.V. Petrovsky and M. Yaroshevsky defines the image as «a stereotyped image of a particular object existing in the mass consciousness. As a rule, the concept of image refers to a particular person, but also can apply to a specific product, organization, profession, etc.» [7]. In addition, the term is interpreted by a number of authors of works in the field of image science. For example, a specialist in the field of sociology of management V. M. Shepel says, that image is a visual appeal of a person. It can denote the original manner of human communication, his style of activity. Often, it means the visual appeal of the individual. The image is a stereotype, which is formed in the mass consciousness. He supposes that the image can be formed spontaneously, but can be a result of the specialists' work. Also, it reflects the social expectations of a certain group [17, c. 8]. In political advertising and show business, the image is often endowed with characteristics that lie outside the soul essence of the individual [6, c. 15]; it's emotionally colored image of a politician, the formation of which takes place both unconsciously and consciously [14, c. 4].

When we want to create the image for a politician, we have to find ways of making him clear to the public and gain its trust. Well-known politicians possess individuality, a unique set of business and personal qualities, which attract people. It's important to understand, what are those qualities for the formation of the political leader's image structure. Firstly, personal characteristics of the leader, including his physical, psychophysiological features, character, type of personality, individual style of decision-making, etc. Secondly, social characteristics, including the leader's status, the status associated with the official position, origin, material security, etc. In addition, social characteristics include leader's relationship with different social groups. Thirdly, symbolic characteristics. The leader's image symbolizes a certain ideology, another possible future or a particular course of action. We also can call these characteristics as external and internal components. One can distinguish the procedural side of the image, which includes emotional expressiveness, passion, energy, speed of reactions, temperament, sense of humor, artistry, etc. [14, c. 9]. It would be correct to notice the activity aspect, because all political leader's activities in domestic and foreign policy are very important.

To sum up, we can say that the image can form minds of people in relation to a particular person, organization, or other social object. It contains a significant amount of emotionally colored information about the object of perception and encourages a certain social behavior. The political leader's image is a symbolization of a special political position. This is a special structured quality, which is necessary for all politicians. It's a political face of a candidate, an expression of his individuality, as well as a manifestation of his ability to understand and represent voters professionally. In other words, there is a constant set of traits and qualities that a politician must to demonstrate to people. All these components help him to leave a trace in memory and hearts of people, helping them to make their choice.

Today, the mass media penetrate the political sphere actively and become one of the most important tools for the implementation of the political process. Mass media provide politically important information to a wide audience. This audience includes political elites and decision makers, as well as a large number of ordinary citizens, whose political activity is influenced by mass media's information [10, c. 96]. In this case we can't deny the fact that now mass media play a key role in shaping the image of the political leader. American sociologist G. Lasswell says that the main purpose of the mass media in the process of constructing the political image is the creation and dissemination of political myths, whether they are true or false in reality [9, c. 37]. Some specialists believe that the mass media, on the one hand, reflect the image created by the leader and his image-makers and, on the other hand, can form this image on their own spontaneously and cause a real information war [27, c. 46].

In order to assess the impact of the mass media on the formation of the political leader's image, we chose the accession of Crimea to the Russian Federation on the 16<sup>th</sup> of March in 2014. That situation was the most discussed news in the mass media at that time. By analyzing International and Russian mass media, it's possible to reveal what assessment they gave to this political situation and how they estimated the image of V.V. Putin in the international arena after all.

International mass media call this incident as the annexation, while Russian mass media call it as the reunification. In winter 2014, many International mass media expressed their concerns about the conflict, predicted possible results and created a specific Putin's image. For example, «The Times» supposed that this conflict could causes a real ethic war. It described V. V. Putin as an authoritarian leader, who will surely step in to offer an authoritarian «helping hand» [21]. «The Christian Science Monitor» described Putin's behavior and actions in terms of being «just a normal Russian autocrat who looks out at the world from the point of view of Russia's geography». The Ukraine crisis offered an opportunity for Putin not to live up to a stereotype of a Russia fearful of losing a buffer state and gave a chance not to be a Russian bully [15]. Charles Krauthammer, a journalist of The Washington Post, noticed that the conflict is just a part of Putin's desire to create a new Russian mini-empire by step by step [8]. Another article of this magazine showed Putin's strong, authoritarian, powerful image by comparing him with a Yanukovich's puppeteer [22].

After the annexation of Crimea, the interest of Russian-Ukrainian relations increased, because this worldwide situation had a strong impact on the economic, political and social spheres of life. Putin's image was transformed in the worst way by caricatures of some magazines and newspapers' covers. Artists compared him with Joker (Austrian edition of «News»), Hitler (the Latvian edition of «IR») and sailor of the black sea fleet (Polish magazine «Polityka»), emphasizing that the European leaders will be very difficult to resist the actions of the leader of a huge country. Polish edition of «Newsweek» showed us Vladimir Putin in a straitjacket under the heading «the evil Empire» with a special slogan: «If the world doesn't restrain Putin now, then in a minute it may be too late». «The Week» shows us Vladimir Putin, who is playing the chess. Instead of usual chessmen, we can see the figures of people with the Ukrainian flag. They stay opposite to crowned Putin and the bear, who obediently stands next to him [29].

International mass media formed a certain image of Putin after the President's traditional conference, where he summed up main results of the year. On the one hand, we can observe negative points of view: «Everyone was waiting for the General, who will proceed to the front of the fight against the financial crisis...but we received the usual President of Russia, who departed from the topic, joked with journalists and didn't offer any solutions». It's written that Putin «looked uncertain and confused and even tried to quickly move away from the uncomfortable theme of the national economy, raising more familiar topics where he could show the traditional leadership image» [1]. Mexican publication «El Financiero» showed the attitude to the image of Vladimir Putin, to his policy, to impossibility of building a modern economy inside the country. All these things caused so-called «black days» in Putin's regime [4]. «Observador» noticed that Putin tried to show his comfortable feelings of being in Kremlin and mentioned that this press conference «didn't become an opening and once again demonstrated that Putin insistently leads his country into a deadlock» [11]. «Project Syndicate» published some negative opinions of political leaders. For example, German Chancellor Angela Merkel expressed her disappointment with Putin's policy in Ukraine [6].

There are some opposite opinions. «LaJornada» showed us Vladimir Putin as a serious and responsible person in comparison with his American counterpart: «he isn't a demagogue, he is a statesman who is accustomed to being responsible for his words» [3]. «Time» published Mikhail Gorbachev's view, which was delightful and completely different from his view in 2013: «Putin began to act independently and his position was in the interests of the majority» [18].

In Russian mass media, we also can see different opinions. «Эхо Москвы» interviewed Ksenia Sobchak, who is running for the presidency of Russia. She noted that Putin always was imperious and authoritarian, so nothing has changed since that time. Such charisma gives him the opportunity to be elected in Russia. He thinks of himself as a great patriot of the country, but the political situation with Crimea is a big disaster. [26]. However, later she gave the interview to radio «Свобода» and described Putin's actions in logical ways. She took into account that for Putin, it was a correct decision, because relations with Ukraine have been developing not in the best way for a long time. Their relations won't improve, regardless of the Crimea. Therefore, he at least got the territory and a real high rating and gratitude of the elderly. He's a very effective politician for himself [19]. «RT на русском» published a critical opinion about Putin's action and his image: «Even the most beautiful slogans should not lead to loss of at least one life and human victims. In 2014, we saw the biggest tragedy of millions of people, since the collapse of the Soviet Union [5].

However, «RT на русском» demonstrated a positive view about Putin and his policy. It's written that «the current sanctions against Russia significantly improve the condition of Russia and significantly worse the situation of all sanctions' participants. These anti-Russian measures only lead to the strengthening of the country» [24]. The newspaper «Известия» published a great opinion of Sergei Neverov, the Secretary General Council of «Единая Россия». He claimed, «we are the united nation, which was divided by the irresponsible party functionaries and today the important historic decision was made. We with the Crimea by our soul and heart» [13]. The article of «Life.ru» describes Putin's image in a positive way: «At the beginning of the century, when Vladimir Vladimirovich came to power, the real threat was the collapse of the state. Today, the situation is different, but no less critical. Of course, the will of the people and the presence of a leader like Putin are the key to overcoming all difficulties. This is a man of extraordinary strong-willed qualities» [28]. Many articles of «Ведомости» described Putin as a triumpher and the Crimean operation as one of the most effective tool for strengthening the authority of the government [12]. «Ведомости» also published information about an increasing support among the population. For example, some activists and representatives of Patriotic parties made up the demonstration, where they were shouting slogans such as "Russia! Freedom! Putin!" [23]. Also, some articles provided the information about Vladimir Vladimirovich as the most influential person of 2014 [16].



In conclusion, we can say that today the mass media have a huge influence on creating and transforming the image of a political leader. The example of Crimea's situation shows, on the one hand, the critical side of Putin's actions and image in International and Russian mass media. On the other hand, we can find out some positive views about him and his policy, even though the majority of such opinions could be found in Russian mass media.

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## ТРАНСФОРМАЦИЯ ИМИДЖА В.В. ПУТИНА В ПЕРИОД РУССКО-УКРАИНСКОГО КОНФЛИКТА В РОССИЙСКИХ И МЕЖДУНАРОДНЫХ СМИ

### Аннотация

В статье дается подробный анализ изменений политического имиджа президента России в российско-украинском конфликте, который состоялся в 2014 году. Автор раскрывает концепцию и структуру имиджа политического лидера, различные методы создания определенного общественного мнения и отношения к нему. Большое внимание уделяется статьям из журналов и газет, которые были опубликованы в российских и международных СМИ. Они сыграли одну из ключевых ролей в формировании имиджа Владимира Путина в 2014 году. Эта статья важна из-за ее теоретических и практических материалов, в которых описывается важная роль и высокое влияние средств массовой

информации на формирование имиджа политического лидера в ходе международных конфликтов.

**Ключевые слова:** Политический имидж, российские СМИ, международные СМИ, Русско-Украинский конфликт, В.В. Путин

УДК 659

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## **ПОПУЛЯРНОСТЬ РОССИЙСКОЙ МЕТАЛЛУРГИЧЕСКОЙ ПРОДУКЦИИ У КАЗАХСКИХ ПОТРЕБИТЕЛЕЙ: АНАЛИЗ ПОИСКОВЫХ ЗАПРОСОВ**

### **Аннотация**

В настоящее время металлургический рынок Республики Казахстан становится все более привлекательным, в том числе как внешний рынок для российских компаний. Вместе с этим встает вопрос о позиционировании и продвижении металлопроката на этом рынке. Кроме того, возникает проблема формирования потребительской лояльности и доверия к компании среди казахских потребителей.

Потребитель часто выбирает продукт на основе мнения о производителе. Высокая степень доверия потребителей из стран СНГ к российской металлургической продукции, вероятно, сформировалась в советское время. Такое потребительское доверие, как правило, обладает мощной инерцией. Автор предполагает, что и сегодня доверие к российскому продукту оказывает влияние на потребительские интенции и рынок металлопроката в целом. Именно этот феномен может послужить основой для позиционирования и продвижения металлургической продукции на рынке Республики Казахстан.

Для проверки гипотезы о том, что потребители на территории Республики Казахстан проявляют интерес к российской металлургической продукции и оказывают ей доверие, были предприняты попытки исследования поисковых запросов, сделанных казахскими пользователями в 2017 году. Были изучены поисковые запросы по товарной категории «трубный металлопрокат», с целью проверки их аффилированности со словами и выражениями «Россия», «российский» и т.п. В результате через высокий показатель региональной популярности был выявлен повышенный интерес к российской металлургической продукции. Велика доля запросов, аффилированных с выражениями «Россия», «российский» и т. п., по отношению ко всем поисковым запросам, сделанным на территории Республики Казахстан за указанный период. На этом основании можно сделать вывод о позитивном имидже и хорошей репутации российского металлопроката, сформировавшихся у потребителей Республики Казахстан и существующих на настоящий момент.

Выявленная популярность российской продукции в товарной категории «трубный металлопрокат» может быть с определенной степенью осторожности экстраполирована на всю российскую металлургическую продукцию и использоваться в качестве основы коммуникационной стратегии для продвижения металлоторгующей компании на рынке означенного региона.

**Ключевые слова:** репутация, показатель региональной популярности, имидж территории, металлургическая продукция, поисковые запросы, Республика Казахстан.

### **Введение:**

Конкуренция на рынке металлургической продукции Республики Казахстан неуклонно растет вследствие того, что на рынок выходят не только местные игроки, но и компании из других стран, в том числе российские. Перед российскими компаниями остро встает вопрос о позиционировании и продвижении металлопроката на рынке Казахстана. Кроме того, возникает проблема формирования потребительской лояльности и доверия к новой компании на рынке среди казахских потребителей.

Потребитель часто выбирает продукт, основываясь на своем мнении о производителе и доверии к нему, а не характеристиках продукта. В советское время среди потребителей на